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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller ✓  
Patent No. : n/a  
Issue Date : n/a  
Serial No. : 09/629,262 ✓  
Filed : 7/31/2000  
Title : Method And Facility For Displaying Customer Activity And Value

Art Unit : 3625  
Examiner : Mark A. Fadok

Commissioner for Patents  
Alexandria, VA 22313-1450

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Line  
P.D.  
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**FAX RECEIVED**

RESPONSE

JUN 9 2003

GROUP 3600

Dear Sir:

The Office Action of February 26, 2003, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

**CLAIMS WITH MARKINGS TO SHOW CHANGES MADE**

Please amend the following claims as follows:

Sub C1 } 1. (Twice Amended) A method of displaying information about a multitude of different customers comprising:

- for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;
- decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;
- increasing the numeric value associated with the recency indicator over time according to recent activity by each customer
- for each customer, generating a symbol; and
- arranging the symbols spatially in a galaxy layout according to a polar coordinate